

# **Revolutionize Business & Life**

*Kick Start Growth, Automate Sales &  
Live the Life You've Always Imagined*



**Patrick  
O'Donnell**

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### **Workbook**

This workbook is intended to help you get the most out of the book by giving you a document where you can complete the questions asked of you throughout the book. Best of luck in your journey!

By Patrick O'Donnell

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# Introduction

## rev·o·lu·tion·ize

/ˌrevəˈlooSHəˌnīz/

Verb.

To change (something) radically or fundamentally.

Are you ready? Have you ever gotten to a point in life when you said you must change something in your life... a relationship? Your body? Your career? In business, have you seen the changes going on around you and know you need to update your business to keep up with the latest technology and trends, but you haven't yet? What better place than here. What better time than now.

## Part I. Kick Start Growth

### Chapter I. Where it All Begins

*“What’s talked about is a dream, What’s envisioned is exciting, What’s planned becomes possible, What’s scheduled is real.”  
- Tony Robbins*

In our lives, we are all looking to improve. It’s been said, “If you’re not growing, you’re dying,” and while all strive for more and more, it’s that journey that makes us stronger. Every experience adds to our knowledge and leads us down the path to where we are going in life.

Are you being reactionary - just reacting to what happens in life and thus letting life dictate where you go?

Or, do you know where you are going, taking action on that and thus dictating where you go in life?

Have you ever felt like you had a calling? A drive to do something in your life? Or maybe a strong desire to improve one facet of your life or improve a relationship? Where are you in life now? Is there something you want to change? Are you job searching? Trying to find your real passion in life? Or looking to be fully devoted to making a positive difference in the lives of your loved one?

Take time to record the answers to these questions.

## Chapter II. Change and Making it Last

*Change doesn't come at once, it's a wave. Building before it breaks.*

~ Eddie Vedder

*Be the change you wish to see in the world*

~ Mahatma Ghandi

Are reading the successes achieve simply by changing the morning routine, what are you going to change about your morning routine? What are you going to do right when you get out of bed each morning?

Now, you can create your ideal future vision. Take the steps in the below to create your own...

One of the best examples and steps to creating a future vision comes from Chapter Two of the classic, *Think and Grow Rich* by Napoleon Hill. I've included the excerpt for you here (from the original 1937 version published by The Ralston Society and now in the public domain). If you haven't already, I'd suggest you take the time to complete this exercise now (and if you're just reading this to change your life and not your income, then modify the process for any specific part of your life that you desire to improve).

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### **The Starting Point of All Achievement**

*The First Step Toward Riches*

#### Six Ways to Turn Desire into Gold

The method by which *desire* for riches can be transmuted into its financial equivalent, consists of six definite, practical steps, viz:

1. Fix in your mind the *exact* amount of money you desire. It is not sufficient merely to say "I want plenty of money." Be definite as to the amount. (There is a psychological reason for definiteness which will be described in a subsequent chapter).
2. Determine exactly what you intend to *give* in return for the money you desire. (There is no such reality as "something for nothing.")
3. Establish a definite date when you intend to *possess* the money you desire.

4. Create a definite plan for carrying out your desire, and begin at once, whether you are ready or not, to put this plan into *action*.
5. Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.
6. Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. As you read--see and feel and believe yourself already in possession of the money.

It is important that you follow the instructions described in these six steps. It is especially important that you observe, and follow the instructions in the sixth paragraph. You may complain that it is impossible for you to "see yourself in possession of money" before you actually have it. Here is where a *burning desire* will come to your aid. If you truly *desire* money so keenly that your desire is an obsession, you will have no difficulty in convincing yourself that you will acquire it. The object is to want money, and to become so determined to have it that you *convince* yourself you will have it.

Only those who become "money conscious" ever accumulate great riches. "Money consciousness" means that the mind has become so thoroughly saturated with the *desire* for money, that one can see one's self already in possession of it.

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Before we move on to the next chapter, take time right now to think about the big three areas of your life:

- 1) Family / Relationships
- 2) Body / Self
- 3) Career / Finances

Are you exactly where you want to be in all three areas? If not, what do you want to change? Where do you want to be?

Really, you only get one shot at this life, so if you're not living the greatest version of the grandest vision of your life right now, you owe it to yourself, your loved ones and your Creator to change it right now.

Take three minutes on each area to come with the top three results you'd like in each area. Be specific.

At home, how much time do you want to spend with your family? Where do you want to travel as a family? What do you want to do together?

For yourself, what kind of body do you want to have? How much weight do you want to lose or gain? How much time do you commit to spending each day on renewing yourself?

At work, how much money do you want to make? By when? Who do you want to impact? What do you want to be able to do with this money?

After you've taken time to answer these, you have a choice. You can choose to make a change or keep doing things the way you have been doing them. I suggest you make the change. Commit to make these happen and follow the steps to make sure you are held accountable and get the results.

Next, we'll be getting into more of the details for businesses.

## Chapter III. Capitalize on the Greatest Opportunity

*“Freedom does not come automatically. It is achieved. It is not gained in a single bound.  
It must be achieved each day.”*  
- Rollo May, *Man’s Search for Himself*

After reading this chapter on the greatest opportunity, here are the questions for you to answer...

### Where to Start

Before you jump into your online marketing campaign, be sure that you have the right plan. You don’t need to spend all your time and effort on something that is not going to work out and is not what you want to do.

Take the time, before you start the phases of this blueprint to answer these questions:

#### 1. **Where** do you want to go with your business or organization?

Where do you want to take your business? Do you want to sell more products locally (in your area)? Do you want to reach customers from other states, other countries even?

#### 2. **Why** do you want this?

Do you want this because... You want to grow your business? Make a difference and be an example to others? Provide for your family? Find time to enjoy the goodness of life and engage in some travel and leisure? You want to buy your own property or car? You want to leave a name in your industry or carve your own niche?

#### 3. **Who** do you want to be in the process?

What role do you want to take? Do you want to be the person doing the work, or do you want to take lead of your projects? How do you want others to think of you? ...and then, take it a step further and look at the real meaning of the word “be,” asking “Who do I want to be,” or maybe a better question is, “Who do I need to be to reach my goal.” “What type of person do I need to be?” ...and when you start defining the ideal person that you can be and make a plan to actually be that person, you truly can make a difference in your life, your business and the world.

#### 4. **When** do you want to have this done?

Do you want to accomplish these things in the next few months? Within a year? Within five years? Before you get married and start your family? Before you turn 30? 50? 70? 90?

Really, these questions may sound silly, but by doing so, you create the future picture and by having that picture, you will have clearer vision and will be amazed by the things that start happening to help you reach that goal.

### **Where to Thrive**

Now that you have answered the questions, you can fine tune the vision for your future by focusing on the core area of where you can be the best in the world.

Jim Collins describes this idea in his book, Good to Great: Why Some Companies Make the Leap... and Others Don't. He concludes that for a business to be truly great, the company must find the point where three circles intertwine.

The three circles being:

- 1) The area where you are gifted, where you can be the best in the world (Purpose),
- 2) Where you have the burning desire to make it happen (Passion),
- 3) and it makes economic sense (Profit).

We could not agree with this concept more. Again, answer these questions and determine what your core focus will be. Finding this core, the area where all three of the above circles meet, is not something you have to come up with right now. This process can take years for companies, but by exploring this at the outset, you will certainly be more likely to be heading down the ideal path.

### **Where to Focus**

You now have an outstanding base of knowing what you want, why you want it and where you can thrive by being the best in the world at your core focus. The next, and final step in this overview, before we start the phases of the online marketing campaign, involve monetizing it.

Again, answer these questions to define your exact goals.

What are you selling? Specifically. Is it a service? A product? A line of products? Is your income based on being a sales representative or affiliate for others? Define where the revenue will come from.

Who are you selling to? This is vitally important and often skipped by unsuccessful companies, but mastered by successful companies. Go deep into this process and really



see yourself as your ideal buyer. Put yourself in their shoes and think about what questions they will have. What are their concerns or fears about buying your product or service and how can you eradicate those?

How, when and where are you selling? Is your online campaign going to drive leads so you can close them in person? Is it strictly online selling with no live human interaction? Make sure this is realistic for your industry. Many local service businesses see stories of online success and want to sell their product or service with no personal interaction, but for some industries, people still want to deal with people. Will you just sell online or just in your physical store? What hours will you be selling? Define the ways, methods and times you will be selling.

## Part II. Automate Lead Capture, Follow-up and Sales

### Chapter IV. Communicating with Moving Targets

*“The way we communicate with others and with ourselves ultimately determines the quality of our lives.”*  
- Tony Robbins

After reading this chapter, what are you going to change about your website and your online sales system?

### V. Creating Automatic Income

*“Money is multiplied in practical value depending on the number of W’s you control in your life: what you do, when you do it, where you do it, and with whom you do it. I call this the freedom multiplier.”*  
- Tim Ferriss

After reading this chapter, what are you going to change about your lead capture and follow-up?

How are you going to communicate across multiple channels?

What ideas did the case studies trigger for you and your business? How could you best apply these to your business?

## **Chapter VI. The 7 Ways Your Company is Losing Sales (and what you can do about it)**

*“There is no scarcity of opportunity to make a living at what you love; there's only a scarcity of resolve to make it happen.”  
- Wayne Dyer*

After reading this chapter, what are you going to different in each of the 7 steps to...

### **1. Capture Leads and Build a List**

### **2. Communicate and Follow-up Properly**

### **3. Close Sales**

### **4. Know Your Customers & Influencers**

### **5. Reward Customers and Prospects**

### **6. Qualify Leads Automatically**

### **7. Create a Buzz**

## **Part III. Live the Life You've Always Imagined**

### **Chapter VII. 7 Steps to Make It Stick**

*“Your life does not get better by chance, it gets better by change.”  
– Jim Rohn*

Now, you have the 7 steps needed to kick start growth.

You also have the 7 steps to Automate Sales.

Therefore, it's time to act on the change you desire and make it stick. What actions are you going to take now on the 7 steps to make the change stick?

### **Chapter VIII. Creating Leverage**

*“A man is rich in proportion to the number of things he can afford to let alone.”  
- Henry David Thoreau*

Now that you've read this chapter, how are you going to apply the 80/20 rule to improve your life?

How are you going to better leverage the talents of others?

What are you going to do to manage your time more effectively?

## Chapter IX. Give More and Make a Difference

*“Never doubt that a thoughtful group of committed citizens can change the world.  
Indeed, it is the only thing that ever has.”  
- Margaret Mead*

Now that you have read this chapter, what are you going to do to make a difference in the world?

### **Congratulations. It’s time to take action!**

*“Action may not always bring happiness, but there is no happiness without action”  
- Benjamin Disraeli, former British Prime Minister*

If you’ve made it this far, I congratulate you. If you’ve been struggling with your business or life, you may now feel better because you took the time to learn what to do, and that’s great. Enjoy the good vibes and pat yourself on the back for learning this much.

...but there’s a very big important warning here: DO NOT just let this knowledge make you feel better. Without taking action, this knowledge is pointless. You must act on it!

Don’t let this be a waste. This book is not intended to just make you feel better temporarily because you learned something. Instead, use it to revolutionize your business and life to allow you to build your ideal life. Pick which items you are going to act on and choose which ones you are going to outsource, but most importantly act on it and act right now!

You should never leave the place of setting goals or being inspired without taking action, so start right now.

I’ll give you an easy first step to take. Did you enjoy this book? Do you know someone else who could benefit from it? I’m sure you do. Therefore, I would love it if you could direct the person you are thinking of who could benefit from this to <http://RevStreamMarketing.com/revolutionize/>

You can use the share icons at the bottom of the page to share this page with them via email and/or on your favorite social media sites.

I really appreciate you sharing this, and I’m also going to appreciate hearing your success stories!

Start applying what you've learned and as you have success, please share it. Who knows, I may even have some special bonuses for those who share success stories, so again, take action right now and start making your dreams come true.

If you have not already, the next step is to get started. Take the first step! Once you get started, you will build momentum and take more and more steps.

Again, I wish you all the best in the journey. Please keep me posted and let me know if there is anything I can do to assist you!

At this point in a publication, it may typically say:

THE END

In this case, this is not an end.

This is just the beginning.

Your journey must be lived, so...

**Go forth to light, love and serve the world,  
and live the life you have always imagined!**

## Conclusion

### We Stand Ready to Help

I wish you the best of luck in your journey. Hopefully this book has giving you the tools to revolutionize your business and life. Please know that we are here to assist in anyway possible. You can reach us via <http://RevStreamMarketing.com>

### About RevStream Marketing

The name RevStream Marketing in some ways describes how the clients benefit from working with the firm.

“Rev,” implies fast and quite often, companies are looking to obtain more leads and sales quickly. Therefore, they want to “rev-up” their stream of leads and sales. Rev is also the start of the word revenue. Of course, a revenue stream is essential to any business.

In addition to generating an ongoing, stream of business, “stream” also applies to the type of media that is so essential to being found and connecting with clients today – streaming media. Online streaming videos are an integral part of achieving marketing success in today’s market.

...and of course, it’s the start of the word “Revolutionize,” and RevStream Marketing brings the latest strategies and tools in marketing technology to revolutionize your business.

With an international team of top talent in Internet Marketing, Video Production and Editing and Web 2.0 Marketing, the clients receive massive value with campaigns that bring results at the best possible fee.

By following the proven system used to generate millions of dollars of new business for companies, the RevStream clients do indeed attract more clients and close more sales. Learn more at <http://RevStreamMarketing.com>

## **About the Author**

Patrick O'Donnell is the Managing Director of RevStream Marketing, devoted husband, father, son and friend. His greatest passion is making a positive difference in the lives of others. His consulting firm helps people create the path to success in business and life. As an online video and internet marketing professional, he loves helping businesses, organizations, authors, speakers, trainers and experts leverage the power of online video and web 2.0 strategies to create an effective online presence to attract more clients and close more sales so they too can reach and serve more people.

Mr. O'Donnell is a lifelong Atlanta resident and graduated from Marist School in 1995. After graduating from Georgia Tech in 1999, he started his own internet marketing firm. His firm was a franchised operation and he grew his franchise to be #1 in sales in the United States before selling it. He went on to work with an Executive Coaching firm, where he became certified in several career coaching assessments. Later, while serving as Vice President of Marketing for a local company, annual revenues tripled during his five year tenure, growing the firm to an eight figure business. Over the years, Mr. O'Donnell has created numerous online marketing campaigns that have led to millions of dollars in sales. He is a founder of the Light the Future Foundation and is devoted to helping people rise above their challenges to achieve their goals and dreams.